ORDER

Orders Order / Rev: 37555 Alt Order #: 08879243

> Product Desc: Horsford/DCCC

Estimate: 2011

Flight Dates: 10/12/12 - 10/18/12

Original Date / Rev: 10/09/12 / 10/16/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Name: **GMMB**

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

15%

Advertiser

Name:

Horsford - DCCC

Demographic:

Revenue Codes:

A35+ PO1

Product Codes:

LV1 Priority:

AGY, POL, CAND

New Business Thru:

Agency Commission:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	51	\$48,540.00	\$41,259.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$48,540.00	\$41,259.00	0.00
Totals	51	\$48,540.00	\$41,259.00	0.00

00:15:00

Account Executives

Account Executive	tive Sales Office Sales Regio		Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total		
KLAS	30%	\$48,540.00		
Market	100%	\$161,800,00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,450.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,090.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/15/12	10/18/12	8 News Now 5a M-	- CM	5-6a	MTWT	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
			8 News Now 5a M-	F								
8 NEWS	S NOW											
Sta	rt Date E	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	12/12 10	0/18/12	MTWT	2	\$225.00	0.00						
E 2 8	10/15/12	10/18/12	8 News Now 6a M-	= CM	6-7a	MTWT	:30	2	\$275.00LV2	0.00 NM	2	\$550.00
			8 News Now 6a M-	F								

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KLAS

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Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW Start Date **End Date** Weekdays Spots/Week Rate Rating MTWT---0.00 Week: 10/12/12 10/18/12 \$275.00 10/15/12 10/18/12 CBS This Morning 7-9a CM 7-9a MTWT---:30 \$200.00LV2 0.00 NM 3 \$600.00 **CBS This Morning CBS THIS MORNING** Weekdays Spots/Week Rating Rate MTWT---0.00 Week: 10/12/12 10/18/12 \$200.00 8 10/14/12 10/14/12 **Face The Nation** CM Face The Nation ----S :30 \$400.00LV2 0.00 NM 1 \$400.00 **Face The Nation** FACE THE NATION **End Date** Rating **Start Date** Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 ----S \$400.00 0.00 10/12/12 10/18/12 Live w/Kelly CM 9-10a MTWTF--:30 \$300.00LV2 0.00 NM 2 \$600.00 E 6 8 Live w/Kelly LIVE! WITH KELLY Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--10/18/12 \$300.00 0.00 Week: 10/12/12 10/12/12 10/12/12 Y&R CM 11a-12p ---F--:30 \$550.00LV2 0.00 NM \$550.00 Young & Restless **YOUNG & RESTLESS** Weekdays Spots/Week Rate Rating Start Date End Date Week: 10/12/12 10/18/12 ---F--\$550.00 0.00 2 10/12/12 10/18/12 :30 2 \$325.00LV2 0.00 NM \$650.00 8 News Now Noon M-F CM 12-1230p MTWTF--8 News Now Noon M-F 8 NEWS NOW AT NOON Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/12/12 10/18/12 \$325.00 0.00 10/15/12 10/18/12 1230-2p Soaps/ LMAD CM 1230-2p MTWT---:30 \$375.00LV2 0.00 NM 1 \$375.00 E 10 Soaps / Let's Make A Deal LET'S MAKE A DEAL **End Date** Spots/Week Rating Start Date Weekdays Rate MTWT---\$375.00 0.00 Week: 10/12/12 10/18/12 0.00 NM 2 \$850.00 :30 \$425.00LV2 10/12/12 10/18/12 Ellen CM 3-4p MTWTF--8 Ellen **ELLEN** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--10/18/12 \$425.00 0.00 Week: 10/12/12 CM 11112--:30 6 \$1.575.00LV1 0.00 NM \$9,450.00 E 13 10/12/12 10/18/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Weekdays Rating Start Date End Date Rate 11112--6 \$1,575.00 0.00 10/18/12 Week: 10/12/12 0.00 NM \$10,500.00 10/12/12 10/18/12 8 News Now 5-630p M-FCM 5-630p 11112--:30 6 \$1,750.00LV1 8 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/18/12 11112--6 \$1,750.00 0.00 Week: 10/12/12 СМ 8-9p M-----:30 1 \$1,400,00LV4 0.00 NM \$4,950.00 8 10/15/12 10/15/12 Mon 8-9p How Met Mother/ Partners (8:00 PM-9:00 PM) HOW I MET MOTHER/ PARTNERS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 1 \$1,400.00 0.00

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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Snots	Amount
E 17 8 10/15/12 10/15/12 Mon 8-9p CM 8-9p M :30 1 \$1,400.00LV4 0.00 NM		\$4,950.00
How Met Mother/ Partners (8:00 PM-9:00 PM) HOW I MET MOTHER/ PARTNERS		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 8 10/15/12-10/21/12 Mon 8-9p 8-9p (8:00 PM-9:00 PM :30(\$1,400.00) 0.00 NM		
See MG 17.2,17.3,17.4,17.5		
[due to oversold - LM] 2 8 10/17/12-10/18/12 8 News Now 4p M-F	ľ	
⊕ MG for 23.1,22.1,19.1,17.1	1	
3 8 10/17/12-10/18/12 8 News Now 4p M-F 4-5pWTh :30 (\$1,575.00) 0.00 NM		
⊕ See MG 17.6 4 8 10/17/12-10/18/12 8 News Now 5-630p M-F 5-630p		
⊕ MG for 23.1,22.1,19.1,17.1		
5 8 10/17/12-10/18/12 8 News Now 4-5a 4-5aWTh :30 \$50.00 0.00 NM	ı	
(4:20 PM 5:00 P Th		
6 8 10/18/12-10/18/12 8 News Now 4p M-F 430-5p (4:30 PM-5:00 P−−−Th−−−− :30 \$1,575.00 0.00 NM ⊕ MG for 17.3 10/18		
E 18 8 10/16/12 10/16/12 Tue 8-9p CM 8-9p -T :30 1 \$1,800.00LV4 0.00 NM	1	\$1,800.00
NCIS		
NCIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>		
Week: 10/15/12 10/21/12 -T 1 \$1,800.00 0.00		
E 19 8 10/17/12 10/17/12 Wed 8-9p CM 8-9pw :30 1 \$1,700.00LV4 0.00 NM Survivor: Philippines	0	\$0.00
SURVIVOR 25		
<u>Start Date </u>		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 8 10/15/12-10/21/12 Wed 8-9p 8-9pW :30 (\$1,700.00) 0.00 NM	i	
See MG 17.2,17.3,17.4,17.5 [Due Oversold - Lowest LUR - bco]		
E 20 8 10/18/12 10/18/12 Thu 8-9p CM 8-9pT :30 1 \$1,900.00LV4 0.00 NM	1	\$1,900.00
Big Bang / 2 1/2 Men" Big Bang/ 2.5 Men		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/15/12 10/21/12T 1 \$1,900.00 0.00 E 21 8 10/12/12 10/12/12 Fri 8-9p CM 8-9pF :30 1 \$1,000.00LV4 0.00 NM		\$1,000.00
E21 8 10/12/12 10/12/12 Fri 8-9p CM 8-9pF :30 1 \$1,000.00LV4 0.00 NM CSI: NY	1	\$1,000.00
CSI: NY		
<u>Start Date </u>		
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u>		
1 8 10/08/12-10/14/12 Fri 8-9p 8-9pF :30 (\$1,000.00) 0.00 NM See MG 21.2	4	
2 8 10/08/12-10/14/12 Fri 9-10p 9-10pF :30 \$1,000.00 0.00 NM	1	
⊕ MG for 21.1 10/12		
[okay per Misty to move to correct time period - LM] E 22 8 10/12/12 10/12/12 Fri 10-11p CM 10-11pF :30 1 \$1,200.00LV4 0.00 NM	0	\$0.00
Blue Bloods		******
BLUE BLOODS Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 10/08/12 10/14/12F 1 \$1,200.00 0.00	!	
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 8 10/08/12-10/14/12 Fri 10-11p 10-11p F :30(\$1,200.00) 0.00 NM		
See MG 17.2,17.3,17.4,17.5	1	
[Oversold due political / LUR - bco]		4 -
E 23 8 10/13/12 10/13/12 Sat 10-11p CM 10-11PS- :30 1 \$650.00LV4 0.00 NW 48 Hours Mystery	0	\$0.00
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Flight Dates:

10/12/12 - 10/18/12

Estimate:

2011

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch End Inventory Code Break Start **48 HOURS MYSTERY** Spots/Week Rating Start Date End_Date Weekdays Rate 0.00 Week: 10/08/12 10/14/12 ----5-\$650.00 Start/End Time Length Ch Date Range Description Weekdays Rate Rtg Type **Spot** ----sa--(\$650.00) 0.00 NM 8 10/08/12-10/14/12 Sat 10-11p 10-11P :30 See MG 17.2,17.3,17.4,17.5 [due to oversold upon entry - LM] 10/14/12 10/14/12 Sun 7-8p CM ----S :30 1 \$1,500.00LV2 0.00 NM \$1,500.00 E 24 7-8p 60 Minutes **60 MINUTES End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/08/12 10/14/12 ----5 1 \$1,500.00 0.00 8 10/12/12 10/18/12 8 News Now 11p M-F CM 11-1135p 11--1--:30 3 \$2,100.00LV1 0.00 NM 3 \$6,300.00 E 25 8 News Now 11p M-F 8 NEWS NOW AT 11PM Spots/Week Rating Start Date **End Date** Weekdays Rate MTWTF--Week: 10/12/12 10/18/12 3 \$2,100.00 0.00 ----SS 0.00 NM 8 News Now 11p Sa/SuCM 11-1135P :30 1 \$1,225.00LV1 \$1,225.00 E 26 8 10/13/12 10/14/12 8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND Spots/Week Rate Rating Start Date End Date Weekdays ----ss 10/14/12 1 \$1,225.00 0.00 Week: 10/08/12 10/15/12 10/18/12 MTWT---:30 \$125.00LV2 0.00 NM 3 \$375.00 E 28 Craig Ferguson CM 1237a-137a (12:37 XM-1:37 XM) Craig Ferguson LATE LATE SHOW Spots/Week Rating Start Date End Date Weekdays Rate 0.00 MTWT---\$125.00 Week: 10/12/12 10/18/12 10/13/12 10/13/12 NCAA Football CM NCAA College Foo----S-:30 2 \$1,050.00LV1 0.00 NM 2 \$2,100.00 N 32 NCAA College Football Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-\$1,050.00 0.00 Week: 10/08/12 10/14/12 N 33 8 10/13/12 10/13/12 Sat Prime Special CM 730-10p ----S-:30 \$500.00LV2 0.00 NM 2 \$1,000.00 KLAS Movie: The Fan **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----5-\$500.00 0.00 N 34 8 10/13/12 10/13/12 8 News Now Sat 5-7p CM 5-7p ----5-:30 \$225.00LV2 0.00 NM 2 \$450.00 8 News Now Sat 5-7p **End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/08/12 10/14/12 ----5-\$225.00 0.00 8 News Now Sun A----S 8 News Now Sun AM #2CM :30 \$350.00LV2 0.00 NM 1 \$350.00 N35 10/14/12 10/14/12 8 News Now Sun AM #2 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----S \$350.00 0.00 10/14/12 10/14/12 Sun 4-5P Elec Playgrouk@M ----S :30 \$615.00LV1 0.00 NM 1 \$615.00 4-5p N 36 4-5p Electric Playgrnd 2x Weekdays Spots/Week Rating **Start Date End Date** Rate 10/14/12 ----S \$615.00 0.00 Week: 10/08/12 Totals 51 \$48,540.00